MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

MLA 1113 – MEDIA AESTHETICS

(All sections / Groups)

03 MARCH 2020
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of THREE (3) pages including this page, with FOUR (4) Questions only. This paper contributes 40% to your final marks for the subject.

2. The duration of the examination is 2 hours (120 minutes) only.

3. This question paper consists of One section:
   4 Essay questions - ANSWER ALL FOUR questions.

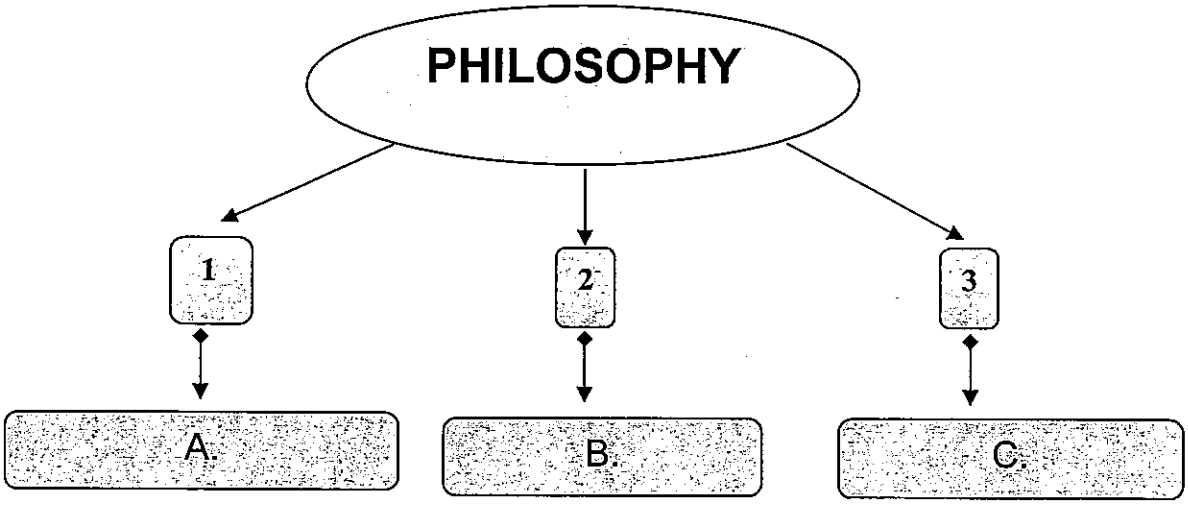
4. Please print all your answers clearly in the Answer Booklet provided. Make sure you print your ID number on the Answer Booklet clearly before submitting.

Short Essays QUESTIONS **(4 x 25) 100%**

Answer all sections within the question and print your answer clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question One (25 points)

Philosophical branches



a) What does the word **'Philosophy'** stand for in Greek? (4 pts)

b) Fill in the **3 sub-branches** in Box **1, 2** and **3** in the following diagram on Philosophical Branches. (6 pts)

c) Explain what you understand of the subsequent **3 sub-branches (A, B and C).** (15 pts

Question Two (25 points)

a) Compare, contrast and discuss your understanding of the three aesthetic approaches of Objectivist, Subjectivist and Relativist Aesthetics. (9 pts)

b) Provide a corresponding art movement to illustrate your understanding of each of the aesthetic approaches. You may use an illustration to assist your discussion. (9 pts)

c) What is the relevance of these three approaches of aesthetic experience to our contemporary society and culture? (7 pts)

Question Three (25 points)

a) 'Every film imagines an ideal spectator', discuss how is this relevant in the understanding of film aesthetic. (5pts)

b) Elaborate what is Fabula and Szujet through a discussion of a film example. (8pts)

c) Describe the 4 methods of film making as suggested through the concept of 'KINO-eye' by Dziga Vertov. (12pts)

Question Four (25 points)

d) Describe the 5 principles of new media are defined by Lev Manovich and how these principles are reflected in contemporary media. (20pts)

e) Based on your understanding, discuss how the development of modern media and computers shaped the modern society that we have today. (5pts)